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# USDA Inside USDA Information

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## ITEMS JUST FOR YOU

More on sales of Yearbook '79...a new SCS newsletter...a new policy and style guide for press releases...and some odds and ends from here and there. Because of the GPA/ACE workshop this week, this issue will be short. But keep reading....

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## SALES MOVE TO RECORD

When we reported 1979 Yearbook sales last week, we didn't realize we were working on a record...close, but not right on one.

Now we know that as of May 15, just under 3 months since the book went on sale, 14,975 copies had been sold. That compares with 15,402 copies of the 1978 book, "Living on a Few Acres," which sold in the first 4 months. By now, we're probably over or even close to that record...just don't have an immediate figure available.

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## DO IT IN STYLE

USDA inf folks have received, or soon will receive, copies of GPA's new press manual on policy and style. Any readers of "Inside..." who would like an extra copy can write the News Center for one.

Just send your request to Ray Schleeter, Head, News Center, GPA, U.S. Dept. of Agric., Washington 20250.

Whether you produce USDA releases or not, you might like to see how we handle various items...appointments, brand names, clearances, agency/department names, and so forth. Could be our practices might give you some ideas.

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## SCS STARTS NEW LETTER

We got the second number, but it's still volume 1...a new monthly called "Soil & Water Conservation News." It comes from SCS naturally and contains comments from the administrator, reports on upcoming and recent legislation, management tips and a number of full-blown features bylined by SCS folks. Lee Shields had a story called "The Real Dirt About Soils."

Judith Ladd is editor. She has help from Nancy Garlitz, Enid Yurman, Ann McQuitty and Chris Lozos. It's an in-house job, but you might get a single copy for ideas by writing Judith at the Soil Conservation Service here in D.C.

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## HONORS TO DEL

Add Del Jaquish, Forest Service, to the list of folks who've been honored lately. Del got a Certificate of Merit the other

day for "substantial contribution to the agency goal of reaching... urban and minority groups and individuals to involve...nontraditional audiences in Forest Service programs and activities."

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#### COMING HOME...

Diane Behrens, Rural Electrification Administration, on detail to the White House since Oct. 1, sends word she'll "come home" in June.

Diane has been working on the Interdepartmental Task Force on Women. What started out as a 4-month assignment has been extended twice. In addition to working long hours and writing many speeches, she's also edited a monthly 12-page newsletter called "White House News on Women," written fact sheets and background papers and organized press briefings.

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#### TOM NOONE DIES

We were saddened late last week to learn of the death of Thomas Martin Noone. Tom spent 5 years with USDA as a TV film producer before joining the World Bank where he retired in 1978.

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#### SECOND GUESSING REQUESTS

Larry Sarbaugh, Michigan State U., says he's not surprised that the CIC distribution of our publications moved so fast...as we reported April 18. He says that's "not so strange, considering this is an election year."

We wonder about that because the big jump came in January. Also, unlike Congressional distribution of USDA pubs, those CIC sends out are in response to individual requests from members of the public. And the biggest increases in requests came in January, February and March.

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#### LORETTA RETIRES

Retirees are still cropping up. Latest to take on retirement is Loretta Bateman of GPA's Printing Center. Loretta has provided the major liaison with the USDA printing plant, but now she's headed for Florida to hit a few golf balls instead.

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#### HEAP HEAVY REPORT(S)

Nelson Fitton, GPA, last week attended the 27th international technical communication conference at Minneapolis-St. Paul and brought back two volumes of proceedings...that's the report of the meeting of the Society for Technical Communication. (We figure he must have had to pay extra luggage costs.)

The reports are packed with pre-meeting statements by speakers on subjects ranging from computer applications and technology to graphics and audiovisuals, management theory and practice to research and education, writing to editing...anything in communication, it's there.

Nelson says members can get copies of the books for \$20. Price for non-members may be \$35-\$50. We'll get more details to you soon in case you want copies...and we're sure many of you will. Nelson offers his copies to folks here who want to come by and take a look.